

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Black et al.
Serial No.: 09/738,471
Filed: December 15, 2000
Title: Targeted E-commerce System
Group Art Unit: 3626
Examiner: Vanel Frenel

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE

In response to the Office Action mailed October 19, 2006 in the above-identified application, please consider the following:

Remarks begin on page 2.